Flipping the Script on the Traditional Agency Model

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We were trying to break our mindset of 'Just because we used to do it a certain way, doesn't mean we should do it that way going forward.'

Eric "Ike" Eicher
Co-Founder of RightHand

When Eric Eicher founded RightHand with business partner Bryan Kryder in 2018, they were determined to create a marketing and communications firm built on being strategic while telling the stories their clients deserved. Their mission – leverage their commitment to full transparency and open communication with clients to create video content that authentically speaks to their audience.

But in order to achieve that mission, RightHand needed to find a way to stand out from the crowd.

RightHand differentiated their business by utilizing stock video as the visual key to successfully helping their clients tell their stories. They recognized that in creating video content, traditional scripting isn't it anymore. It's just words on paper that can lead to clients unable to grasp the direction an agency is moving towards.

When they partnered with Storyblocks, they found the right provider to bring them the content that would simplify and enhance their workflow while setting their work apart from the competition.

Change how to utilize your tools

With clips, motion graphics, and AE Templates from the Storyblocks video library, RightHand is able to create a unique experience for their clients in two distinct ways. Firstly, through a simplified and more collaborative workflow. Secondly, with an unexpected value-add to their pricing. Both ways help set them apart from the competition.

RightHand takes a "show, don't tell approach" with clients, embracing the idea that you can pull in stock assets from ideation to completion of video projects, bringing in clients from the start for seamless communication.

"I'd make the case that moving forward, you might be silly to spend the money on shooting something yourself. You'd spend thousands of dollars in creating something that might not look as good."

Eric "Ike" Eicher
Co-Founder of RightHand

1 IDEATION

Storyblocks video clips are pulled in from the start of planning to convey the tone of the project.

• The team iterates off the video clip to build out the full script

• They're able to create alignment across internal stakeholders from the beginning

2 SCRIPTING

Linking video clips within the director's treatments provides visual aids into the project's vision so clients understand the concept immediately.

• They don't have to wade through technical jargon and feedback can be given instantaneously

• Clips can be switched out, deleted, or added all at zero cost to them or their clients

3 FINISHED PRODUCT

Final deliverables are enhanced and are more impactful with the addition of stock from the Storyblocks library.

• In a recent rebranding project, RightHand was able to blend pre-recorded content and Storyblocks stock

• Which lead to them successfully showcasing the heart and soul of the company

$ **Full transparency doesn't stop at their creative process; it's relayed into pricing as well.**

Because Storyblocks subscriptions are annual flat fees instead of single-use assets, RightHand knows exactly how much they'll spend on stock assets each year and writes the annual fee as an operational cost. This unexpected value-add to customers means that they never have to worry about adding additional line items to proposals or last minute charges with project changes.

Change how you see stock

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We got the Enterprise membership because of two reasons:

First, we wanted to enhance our new business presence and make sure that we had something supporting us. **We work with numerous collaborators on a number of different projects** so we wanted something that encompassed all those from a licensing standpoint.

Second, we really like the mixed media approach. With our clients ranging from small businesses to major tech and innovative fields, **we don't always have the video content they need.** So to be able to go into Storyblocks and look through specific criteria that's already there is nice.

Eric "Ike" Eicher
Co-Founder of RightHand
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Are you ready to change how you utilize stock in your creative workflow?

Reach out to our sales team today.

Get started